

Monthly Marketing Scout

Ansira's strategy team is constantly scouting the latest news, social chatter and consumer behavior data for relevant industry and technology trends by big-name brands. Covering topics across every marketing channel, you can learn about all news-worthy movement across the industry here.



Mar 2024

January

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March

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October

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July

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April

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PACK THOSE LUCKY UNDERWEAR

Marriott Bonvoy is encouraging guests to embrace the madness in March by leaning into game day rituals...yes, even the ones that include only wearing your lucky underwear. A "Game Day Rituals" campaign will run across streaming and linear TV, radio, OOH in championship markets, and on social media featuring NIL athletes. A sweepstakes offering a chance to win an exclusive trip and courtside seats at the Women's Final Four in Cleveland capitalizes on amplified interest in women's sports within the last year.

What's the point? Brands can tap into key cultural moments with integrated strategies to increase relevance, emotional loyalty, and revenue.

[>Read More](#)

Brand



GOLDEN RETRIEVER ENERGY

Marketers, do you want to have "golden retriever" customers in 2024? If so, listen up for loyalty tips and tricks that will have your customers calling you a "good brand" in no time. In 2024, brands should provide both easy to understand, transactional-based benefits and softer, perceived-value benefits such as granting early access and keeping customers "in the know". In addition, loyalty marketers cannot just create set-it-and-forget-it programs. They must actively innovate to keep programs engaging.

What's the point? To keep customers interested and help your brand stand out, refresh your loyalty program with elements, experiences, and features that add to the overall brand experience and aid personalization.

[>Read More](#)

Loyalty



EXPERIENCE IS EVERYTHING

According to the latest Consumer Trends of 2024 study by Disqo, it appears Ansira was right all along... experience really IS everything. The report states that 61% of study participants said the touchpoint that influences their view of a brand the most was brand experience. So, what does that actually mean? Perceived value for their money spent, quality of the product/service, customer service, a trustworthy reputation, and reflecting their own personal style. Pretty much, their experience of the brand. Makes sense, right? Second most influential was online reviews followed closely by what their friends and family say about the brand.

What's the point? Brands can lean into experiential activations to let customers get a taste while also leveraging online reviews to let others share their brand experiences.

WE ASKED

What touchpoint influences your view of a brand the most?



61%

BRAND EXPERIENCES

48%

ONLINE REVIEWS

18%

SOCIAL MEDIA

8%

NONE

43%

WHAT FRIENDS & FAMILY SAY

16%

NEWS

21%

ADS

CATCH ME IN FULL GLAM

We are feeling GLAMEROUSSSSS. Full makeup? Check. Curly blonde hair? Check. White dress? Check. Coca-Cola in hand? Check. Coca-Cola, an iconic brand, is leaning into iconic photos featuring food and beverage to inspire a multi-city experiential event series called, "Foodmarks". The campaign taps into nostalgia but also speaks to consumers' desire to romanticize their lives even if it is through a simple, ice-cold bottle of Coke. Just like that, you're a Hollywood star. The campaign will also highlight more than 400 dining destinations around the world that serve Coke. Take that, Pepsi.

What's the point? Brands can reignite consumer love by recreating magical moments that made people fall in love with their product in the first place.

Source: AdAge; How Marilyn Monroe Inspired New Coke Marketing Tying the Brand to Food and Culture

Experiential



Image retrieved from [AdAge](#). Credit: Coca-Cola

MICKEY AND ME APPROVED

If you are as much of a Love Island or Below Deck fan as I am, you've probably seen "shop the look" ads while streaming on Peacock. Shoppable streaming ads are gaining popularity. 18% of US/UK viewers ages 16-34 report seeing and purchasing an item via shoppable content on streamed TV in 2023, with another 15% saying the same for those age 35-54. Disney is blowing all our minds, per usual, launching a beta test for a new shoppable streaming format that "sends advertisements to users' phones and emails via push notifications rather than prompting them to purchase items in-stream".

What's the point? Shoppable TV is the next wave of advertising and purchasing. Consider investing in innovative experiences that are "viewer-first" through minimizing disruptions.

Source: eMarketer; Disney Uses Push Notifications and Email to Boost Shoppable Streaming

Streaming



IT'S YOUR LUCKY DAY

St. Patrick's Day is quickly approaching, and we are in the mood to get lit! I'm talking seeing green, getting lucky (like avoiding a parking ticket), eating some Lucky Charms, and celebrating Jameson's made-up holiday, St. Patrick's Day Eve. Jameson partnered with SNL icons, Michael Che and Colin Hanks, for a New Year's Eve-style countdown celebration in Times Square on March 16th since the drinking-heavy holiday falls on a Sunday this year. Lucky Charms is taking a more kid (or kid at heart) friendly approach asking customers to help trap Lucky, their leprechaun mascot, who recently disappeared from limited-edition cereal boxes. Fans can track Lucky's whereabouts on TikTok, Instagram, and Facebook.

What's the point? Brands can combine audience research, brand characteristics, and holidays to create multi-touch campaigns that resonate with fans and drive engagement.

Source: eMarketer; Jameson, Lucky Charms Try their Luck with St. Patrick's Day Campaigns, March 5, 2024

Holiday

LUCK
OF THE
IRISH

BRANDS

IN THEIR ERAS ERA

Look. I've been denied 3 times from the Ticketmaster Verified Fans waitlist for Eras Tour tickets. I was also permanently waitlisted for the Taylor Swift-themed cruise. So, I am really, really hoping Marriott Bonvoy picks me for their 2024 Eras Tour Sweepstakes. I signed up for the loyalty program and everything. If you are wondering what I am babbling about, Marriott Bonvoy announced they are "enhancing its loyalty perks and elevating the customer experience" by offering loyalty members the chance to win a concert package consisting of 2 concert tickets and a welcome gift - travel and accommodations not included.

What's the point? Brands can join forces with buzzworthy sports and entertainment partners to increase relevance, awareness, and generate loyalty program sign-ups.

[>Read More](#)

Loyalty



**TAYLOR SWIFT
THE ERAS TOUR**

MARRIOTT
BONVOY

IS A TOURING SPONSOR IN
SELECT CITIES



DAY OF THE NERDS: PI + AI

At DiGiorno, 3.14 is the day of the nerds – I mean lovers of fun numbers and AI. But really, if you can recite the first 25 numbers of Pi AND you're an artificial intelligence freak, you might be a bit nerdy. DiGiorno, famous for its, "it's not delivery, it's DiGiorno" slogan launched the Pizza Rescue Program to save customers who received a disaster delivery or carry-out pizza on the cheesiest day of the year. Consumers giving their delivery a one star can upload an image of the pizza to a microsite where DiGiorno will use AI to "determine the level of damage, which corresponds to the value of a digital coupon."

What's the point? Brands can warm consumers to artificial intelligence through fun, interactive experiences before testing out consumer-facing applications of AI that help improve efficiency and bottom line.

[>Read More](#)

AI



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GET IN, WE'RE RUNNING ERRANDS

Target girlies, prepare yourselves. Tell your spouses, sisters, mothers, friends, dogs... get in girl, we're going to run some "errands". The third gate of shopping heaven has been unlocked: Target Circle 360, a paid membership program similar to Walmart+ and Amazon Prime. Target Circle 360 "will offer unlimited free same-day delivery for orders \$35 and up, along with free two-day shipping." Target Circle will remain a free membership option. Target Circle Cardholders will get a half-off discount on annual cost for the first year (\$49 compared to \$99 for non-cardholders).

What's the point? Paid memberships can help increase loyalty to your brand while making up for some of the additional costs of free and 2-day delivery that today's consumers demand.

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Loyalty



SNITCHES GET STITCHES

Come on auto brands, haven't you ever heard, "snitches get stitches"? Y'all are about to have a lot of road ragers knocking on your door. The New York Times recently tattled on the tattlers. According to the exposé, several car manufacturers were sharing drivers' data with data brokers which in turn got sold to insurance companies. Even though drivers with internet-connected vehicles opted into programs that monitor their driving, they rarely knew their data was being shared or sold. "But it's in the fine print!" - Car Manufacturers. "Not good enough!" - Privacy Policymakers.

What's the point? As policymakers crack down on consumer privacy and data sharing/selling across social media, auto, and more, brands need to ensure consumers clearly know how their data is being collected and used. You can't just bury it in the fine print.

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Data



HAMSTRINGS AND HEARTSTRINGS

There's something about films documenting athletes' journeys that just make you want to ~~go to the gym~~ grab the tissue box. KELCE has me in tears. While they are working their hamstrings, the documentary is pulling on our heartstrings. Athletic Brewing Co., the official non-alcoholic Beer Provider of IRONMAN Global Series is debuting its second documentary "Inches to Miles" ahead of the Lake Placid event in April. The film follows three athletes as they prepared for and competed in the race last year. The brand is also bringing back a collaboration IPA called "Personal Record."

What's the point? Brands can lean into sponsorships and longer-form content to connect with audiences through authentic storytelling. Customers care about the PEOPLE behind the brand and those partnering with it more than ever.

[>Read More](#)

Sponsorship



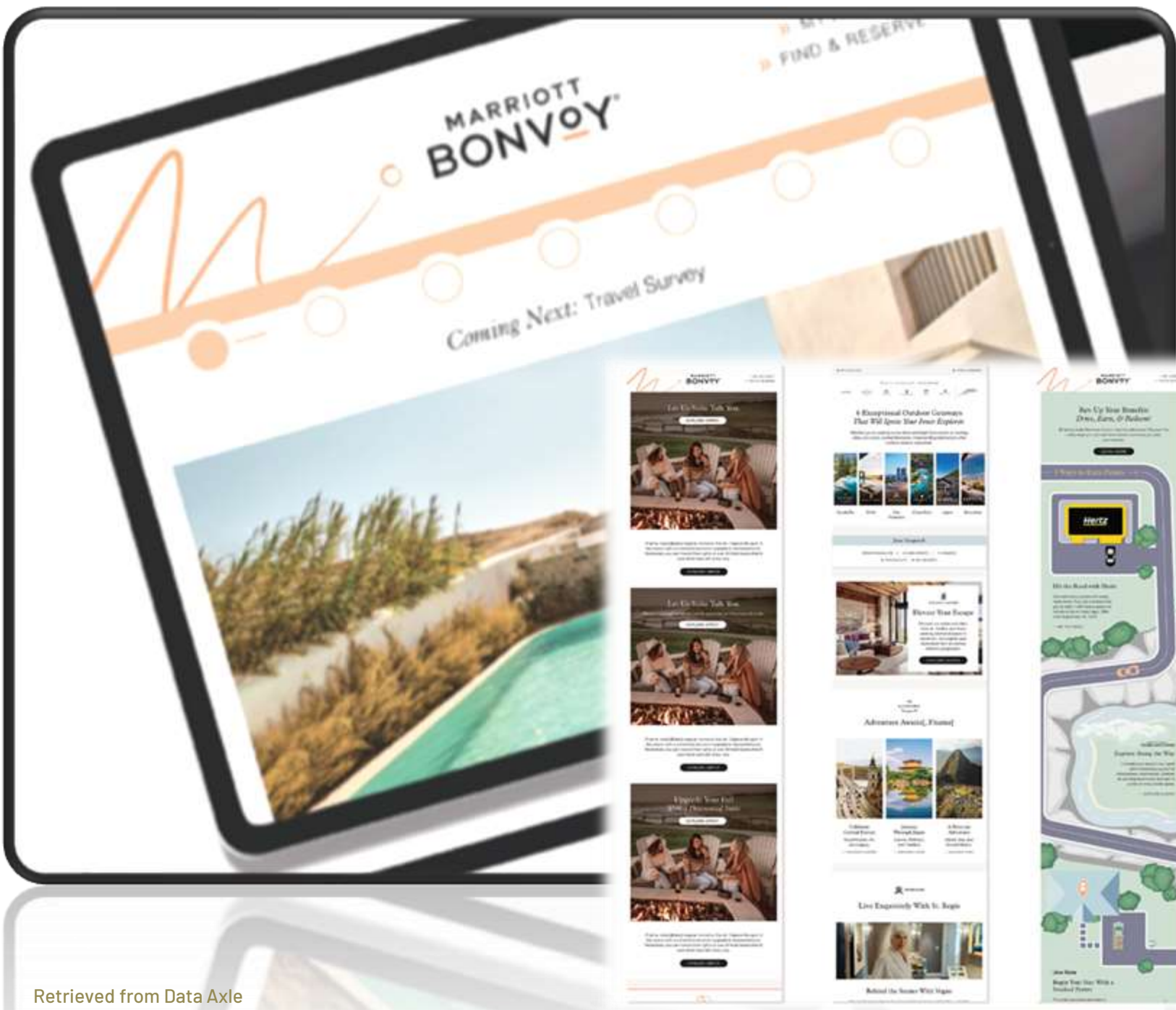
MORE THAN AN EMAIL

Let's face it. A lot of emails in our inbox are...uninspired. If you want your emails to be more than an email - if you want your email to be a *feeling* - in 2024, follow these best-in-class tips from Data Axle's 2024 Email Marketing Lookbook. 1. Instill confidence. Let them know what is coming. Your welcome email should let the subscriber know what to expect with a "Coming Next" progress bar. 2. Inspire. Who has time to READ these days? Invite subscribers into your world with inspiring, yet focused, visuals to make them *feel* your brand. 3. Avoid user frustration. "Retina images, HTML headlines floating over background images, mobile image swaps, CSS drop shadows & CTA hovers, and custom fonts."

What's the point? Brands must earn attention in the inbox. Embrace best-in-class visual and design features to make subscribers *feel* your email, not just glance over it.

Source: Data Axle; 2024 Email Marketing LookBook, March 2024

Email



Retrieved from Data Axle

DREAM GENERATOR

To me, a Honda loyalist with a family of Honda drivers, the auto brand means tradition and familiar reliability. With that being said, the Zennial in me is HYPED about the brand's AI advertising with Amazon. An AI Dream Generator experience invites customers to answer a few questions which in turn generates a "custom, creative film featuring the all-electric Prologue SUV". The innovative ad can be accessed via a banner on Amazon with plans for further rollout on Amazon devices including Echo Show.

What's the point? Beg your exec team for unlimited marketing budgets so you, too, can do something this cool. Ok, just kidding. However, with generative AI, creating branded, personalized experiences is easier than ever. Start small with Instagram or Snapchat AR filters or gen-AI interactive games.

[>Read More](#)

Auto



Courtesy of Honda

BIG BITE OF INNOVATION

A burger and fries or cheese pizza might be some of the most basic foods you can order, but how you are ordering them and what keeps you coming back to order have a taste of innovation. According to a study by QU, digital sales accounted for 26-50% of overall sales for fast-casual and quick-service brands in 2023 with 77% of restaurants reporting their digital sales increased in 2023. Wowza! 87% of these restaurants said they expect digital sales to grow again in 2024. Fast-casual and QSR are investing in kiosks, mobile apps, expanded delivery partners, phone AI ordering, and (AI) voice ordering in drive thru to support this growing trend.

What's the point? Brands should invest in technology and loyalty program tech that aligns with customer behavior, reduces friction, and adds to the experience.

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QSR



THIRSTY FOR LOYALTY

Mountain Dew is for everyone – those working up a sweat by hiking mountains and those working up a sweat during intense gaming marathons. No matter what kind of athlete you are... get in the loyalty game, playa! Alright, enough unhinged commentary for one day. Here's the news: MTN DEW is "rolling out two year-long rewards programs offering customers the chance to embrace what they love with top-notch gear, fun perks, and special experiences." Codes can be found on specially marked packaging and must be entered on dedicated landing pages to claim rewards. I still remember begging my mom to buy Animals for a chance to win a Suite Life of Zack and Cody Cruise back in the day, so I predict this will be a successful tactic.

What's the point? Brands can tie loyalty program activations to products via special packaging to more effectively measure ROI.

[>Read More](#)

Loyalty





Feb 2024

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July

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April

Sun	Mon	Tue
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GETAWAY CAR

"No, nothin' good starts in a getaway car." - Taylor Swift. Actually, yes, yes, it does. McDonald's is once again leaning into Gen Z and Millennials' love of brand mascots as evidenced by the Crocs partnership craze. This time, The Hamburglar put the burgers in the bag and stole the keys, but the QSR chain is hoping this won't be the last time he is seen. Consumers who spot McDonald's most wanted in a custom 1970 Plymouth Barracuda can scan a code to receive a gift card and Hamburglar-themed merchandise. High speed chase not your thing? Fans can make a pit stop on the campaign website for the chance to win free burgers for a year.

What's the point? Brands can lean into innovative out-of-home tactics to drive brand affinity, excitement, and traffic to an owned channel.

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Out-of-Home



Retrieved from [Marketing Dive](#)
Courtesy of McDonald's USA

CAUSE IT'S ICONIC

When American Airlines was asked why they decided to add Taylor Swift and Travis Kelce themed flights for the Super Bowl they said, "Cause it's iconic. And I love to do iconic sh*t." Ok, not really; that is just a Kim-Kardashian-turned-TikToker saying, but we think it still rings true. The airline is taking their love of pop culture and a boatload of swiftly generated revenue to new heights. An airline representative said, "You could say that after tonight's games, we are in our football era, and we are thrilled to provide direct flights from Kansas City to Las Vegas. To our customers who are huge sports fans, look what you made us do." BOOM. MIC DROP.

What's the point? Brands should stay nimble to capitalize on key pop culture moments in marketing campaigns and offerings. Just make sure it is legal compliant.

[>Read More](#)

Culture



DIY, BUT MAKE IT DELICIOUS

Brands are taking inspiration from social media, pop culture, and everyday consumers to launch new offerings that will, hold on... actually be IN DEMAND. Woah. Way back in early 2023, a TikTok user named @erickagunn shared her hack for meal prepping on a budget. In lieu of expensive meal delivery services and gosh forbid, cooking for yourself (ew), this savvy consumer decided to order Chipotle catering to use for a week's worth of meal prep. Now, Taco Bell, Melting Pot, and White Castle are all jumping on the trend offering at-home meal kits delivered to consumers' doors or sold in retailers such as Walmart.

What's the point? Brands can help consumers recreate on-prem experiences at home with branded activities, kits, scents, or decorations.

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Loyalty

How it started



Build your own
10 servings
\$109 (approx \$11/meal)
Plenty left over



How it's going



THEY GROW UP TOO FAST

Back in the day, teenagers used to tell their parents to just drop them a block away from school as to not embarrass them. Now, they are yelling at their parents to get out of their room because they are making a TikTok dance video. Really, who is embarrassing who now? All jokes aside, we have a real problem on our hands. According to a study from Qustodio, children ages 4-18 spent an average of 112 minutes per day on TikTok in 2023. In addition, YouTube Kids had an average watch time of 96 minutes. On average, 61% of U.S. adults believe social media usage is very or extremely harmful for children/teens.

What's the point? With minors being more active on social media and streaming platforms, marketers must take extra precautions with data usage, tracking, and handling.

Source: eMarketer; Kids Spent More Time Than Ever on TikTok and YouTube in 2023, January 29, 2024

Social

U.S. Adults Who Think Social Media Usage Is Harmful for Children/Teenagers

by generation, % of respondents, Oct. 2023

	Gen Z (18-24)	Millennials (25-44)	Gen X (45-54)	Boomers (55+)	Total
Extremely harmful/dangerous	14%	29%	36%	30%	27%
Very harmful	23%	29%	31%	36%	34%
Somewhat harmful	35%	27%	29%	30%	29%
Mostly harmless	16%	10%	4%	5%	7%
Completely harmless/safe	12%	6%	1%	0%	4%



Note: n=3,235 where 1=completely harmless/safe to 5=extremely harmful/dangerous; numbers may not add up to 100% due to rounding
 Source: CivicScience as cited in company blog, Oct. 31, 2023

ADMIT IT, YOU NEED ME

Just because it's called "performance" doesn't necessarily mean it is better. Brand marketing is here to say once and for all, "Admit it, you need me." During AdWeek's® Outlook 2024 conference, the chief marketing and communications officer at SeaWorld Parks & Entertainment said, "If you're a CFO, which are you inclined toward? (Referencing performance vs "non-performance" marketing). We've created a false choice that is really creating tremendous headwinds for us as marketers." Panellists advocated for brand *and* performance marketing with a recommended allocation of 60% of marketing budget to "brand" and 40% to "demand".

What's the point? Marketers should leverage brand marketing to build awareness as well as illustrate relevance in the consumer's life while simultaneously leveraging performance marketing to cross the conversion "finish line".

Source: Ad Week; There's No 'Vs.' Between Brand and Performance Marketing, January 26, 2024

Strategy



LIVING LA VIDA DE ADS

We are no longer "living la vida loca" in the streaming world. In fact, we are living la vida de ad-supported tiers. The...everything... giant, Amazon, launched ads on Prime Video last week. Journalists over at Marketing Brew, aka my marketing spirit animals, "took the liberty of watching TV during work hours to *investigate*" which brands are already embracing this sought after opportunity. They found Chewy, Sparkling Ice, New Balance, Tinder, and more were running ads on episodes of *Reacher*, *Downton Abbey*, *Modern Love*, and more. I'm not going to play coy. You put a Tinder ad on while I'm watching an episode of *Reacher*, I'll bite. Happy Valentine's Day, folks *wink*.

What's the point? Marketers, if your target audience is on Prime Video, we suggest you jump on this ad-tier inventory ASAP.

[>Read More](#)

Streaming



GO (FOOT)LONG

It seems consumers have embraced a new version of super-sizing it. They are now "footlonging" it. Not quite sure it rolls off the tongue the same way. Subway is turning little snacky-snacks into really big ones by waving their footlong wand over everything in sight including cookies, Cinnabon® Footlong Churros, and Auntie Anne's® Footlong Pretzels. The brand reported 3.5 million "Subway Sidekick" sales only two weeks after launch. The Footlong menu is part of Subway's recent efforts to improve the customer experience while also increasing sales.

What's the point? With absurdity and relevance seeming to be the new currency with younger generations, marketers should tap into buzz-worthy brand strategies and offerings.

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Partnership



CAN I GET A LITTLE GUAC

I like my Super Bowl with a side of guac! Lucky for me, Avocados From Mexico is launching a new AI recipe generator so I can choose from a million and one ways to make my guac! According to the brand, 58% of consumers plan to make guacamole for the Super Bowl. Additionally, 55% of consumers believe the Super Bowl is a good time to experiment. Who said data-backed marketing campaigns aren't ~~s~~*xy delicious? The brand is not new to leaning into innovation after releasing its own Pantone color, limited-edition home décor, and several interactive fan experiences last year.

What's the point? Brands can capitalize on moments when consumers are more open to experimenting with innovative products, services, and tech.

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AI



LOVE IS LOYALTY

This Valentine's Day, I don't want a date. Just data, please. Unlike the prospects in my area, there is plenty of quality, helpful data to be found. Brands can collect quality data via surveys, polls and quizzes to personalize their loyalty programs. Mobile apps are also hot spots for zero- and first-party data collection. According to a Salesforce study in May of 2022, 55% of consumers would use loyalty programs more often for personalized rewards while 61% would use loyalty programs for automatically applied rewards.

What's the point? Marketers need to work smarter to keep consumers loyal. Continuously offering mass deep discounts are no longer an option for many brands. Collect, clean, and leverage your customer data to offer more strategic discounts and rewards.

Source: eMarketer; Guide to Customer Loyalty Programs and the Role of Customer Data, January 10, 2024

Loyalty

Biggest Challenges Relating to Offers and Discounting According to Loyalty Program Professionals Worldwide*

% of respondents, Feb. 2023

Ability to offer deep enough discounts to attract customers



Balancing/maintaining margin with attractive discounts



Delivering offers to customers at the right time to drive purchases



Competing with discounters/discount retailers



Ability to deliver personalized offers to the right customers



Low redemption rates



Note: numbers may not add up to 100% due to rounding; *Australia, Canada, Malaysia, New Zealand, Singapore, Thailand, UK, and US
Source: Eagle Eye, "Grocery's Great Loyalty Opportunity," April 18, 2023

INNER BEAUTY MATTERS

Hey auto brands, don't give consumers the "ick"; invest in your interior. In 2024, inner beauty is just as important as outer beauty. 45% of consumers who are planning on buying a vehicle in the next three years believe it is important to spend time researching a car's interior features (Mintel). Safety features such as backup cameras and lane keeping assistance as well as comfort features such as heated and cooled seating are important, but tech and entertainment features are rising in popularity. 55% of consumers desire co-branded technology. What's more? 59% want automakers to incorporate more recycled material into their interiors. We love a baddie with admirable values.

What's the point? Automakers should invest in co-branded partnerships as well as sustainable interior materials to win customer favor within the next 3 years.

Source: Mintel; Interior of the Car – US, January 24, 2024





Jan 2024

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BEST OF BOTH WORLDS?

The math ain't mathin'. Or is it? In 2024, consumers are expected to embrace AI technology while also looking to brands to help them connect with a community. Yes, we are dynamic creatures. We CAN be friends with both the robots and real humans. Social media platforms are a prime example of leveraging both concepts to engage consumers. Brands are utilizing social platforms for customer service and human connection through 1:1 direct messages as well as community groups. However, both consumers and brands are leaning on platforms' strengthening AI capabilities to achieve this with maximized relevancy at scale.

What's the point? Brands need to get creative to meet consumers' high expectations in 2024 through combining human-focused initiatives with AI tech.

[>Read More](#)

Consumer



WE LIKE THIS AD PLAY CALL

The advertising playbook is starting to look a lot like a football playbook. In a holiday exclusive on December 23, Peacock aired a commercial-free fourth quarter during the Buffalo Bills and Los Angeles Chargers game. Instead of traditional commercial breaks, Peacock ran custom content takeovers and integrations brought to viewers by three sponsors: Capital One, Hyundai, and Walmart. The brands were acknowledged for the ad-free experience, gaining favor with those looking for more game-related content. Dedicated fans of Taylor Swift's boyfriend would have preferred a highlight reel of Taylor spottings from the season, but hey, maybe next year.

What's the point? As more fans turn to streaming services for live sports viewing, commercial ad inventories may refocus on quality over quantity at a higher price tag for advertisers.

[>Read More](#)

Streaming



WOMEN ARE THE CHAMPIONS

2023 was not just the year of women in entertainment, but also the year of women in sports. Viewership and attendance records were shattered for the Women's World Cup around the world as well as Women's NBA, collegiate basketball, and collegiate volleyball in the U.S. Coco Gauff won her first Grand Slam at the U.S. Open with a 92% YoY increase in viewership for the women's final. Upon her return, Simone Biles, one of the most recognizable faces in U.S. athletics – sending mad side eye to her husband – won two gold medals at the World Artistic Gymnastics Championships.

What's the point? Brands should consider women's sports sponsorships and authentic endorsement deals giving female athletes a platform for their voice to be heard.

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Sports



PLUGGING INTO LOVE

Fisker.Inc., a California-based electric vehicle manufacturer, may not have the generational brand love companies like Ford and Chevrolet do, but they are setting out to plug into lifelong brand love through an elevated ownership experience. When customers purchase a Fisker vehicle, they are automatically enrolled in a program with earning potential for both digital and physical rewards. Activities such as referrals, visiting a Fisker Lounge, and arranging a test drive earn points. Other benefits include giveaways, charging credit, extended warranty, early access to new features, and more.

What's the point? Electric Vehicles are changing the automotive selling experience and ownership expectations. Auto brands should proactively elevate their physical and digital touchpoints and programs to be competitive.

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Loyalty



WE HAVE ARRIVED

Although brands across industries have been lightly testing cookie alternatives since Google first announced the deprecation plan in January 2020, many have taken on the "delulu" route as Gen Z would call it. But it is time to face reality. 54% of U.S. marketers reported plans to increase their use of contextual data per an eMarketer® report in March 2023. AI-enhanced contextual targeting solutions, walled gardens, and direct pathways with platforms and publishers are expected to set the stage for a cookieless future by the end of 2024.

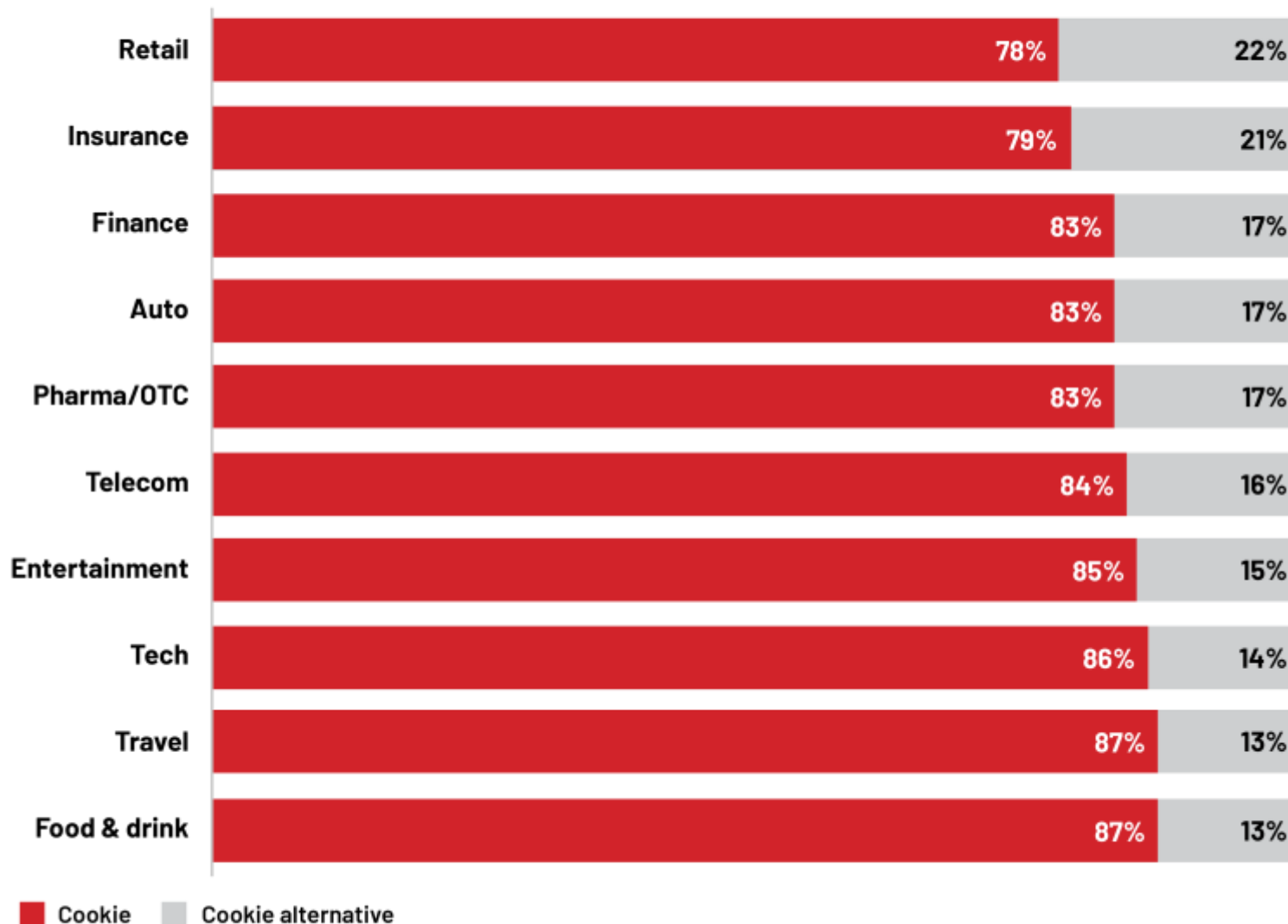
What's the point? Advertisers should consider test budgets across contextual tactics now to adjust to the future of ad placements. They should also prioritize strengthening relationships with vendors to ensure ongoing communication about targeting evolution and inventory quality.

Source: eMarketer; Programmatic Advertising Trends Q4 2023, December 22, 2023

Programmatic

As of Q3 2023, Cookied Inventory Still Accounts for Most Programmatic Activity

% of total U.S. programmatic ad buys, by industry



Note: represents activity on the 33Across platform; broader industry metrics may vary
 Source: 33Across, "Programmatic Cookie Alternative Trends Report: Q3 2023," Nov. 2, 2023

CRIPPLING ANXIETY

The kids are not alright. By kids, I mean Gen Zers who went a little too hard with revenge spending post-pandemic and spend 80% of waking hours scrolling through TikTok. In 2024, increasing saving and decreasing screentime are top resolutions for young adults according to a report by Forrester. From 2020 to 2023, US online adults' sense of being overwhelmed increased 5 percentage points. More than half of younger consumers have made impulse purchases with 60% regretting it. Political divisions in a presidential election year are expected to add to anxiety levels.

What's the point? Brands will need to adjust their offerings and messaging tactics to match consumers focus on mindfulness, balance, and harmony heading into a high stress year.

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Consumer



WERK IT, TIKTOKERS

If you didn't take a selfie at the gym, did you even work out? Instagram models and TikTok influencers would say no. Social media is becoming a hub for fitness content and workout inspiration. My most recent obsession is doing Taylor Swift Eras Tour themed YouTube workouts on my connected TV. TikTok and Peloton recently partnered for a curated fitness content hub "consisting of Peloton class video clips, celebrities, and more". #TikTokFitness Powered by Peloton is looking to tap into the community-minded side of fitness.

What's the point? Brands can partner with social media platforms for branded, community hub experiences as consumers look to digital to connect with like-minded individuals.

[>Read More](#)

Social



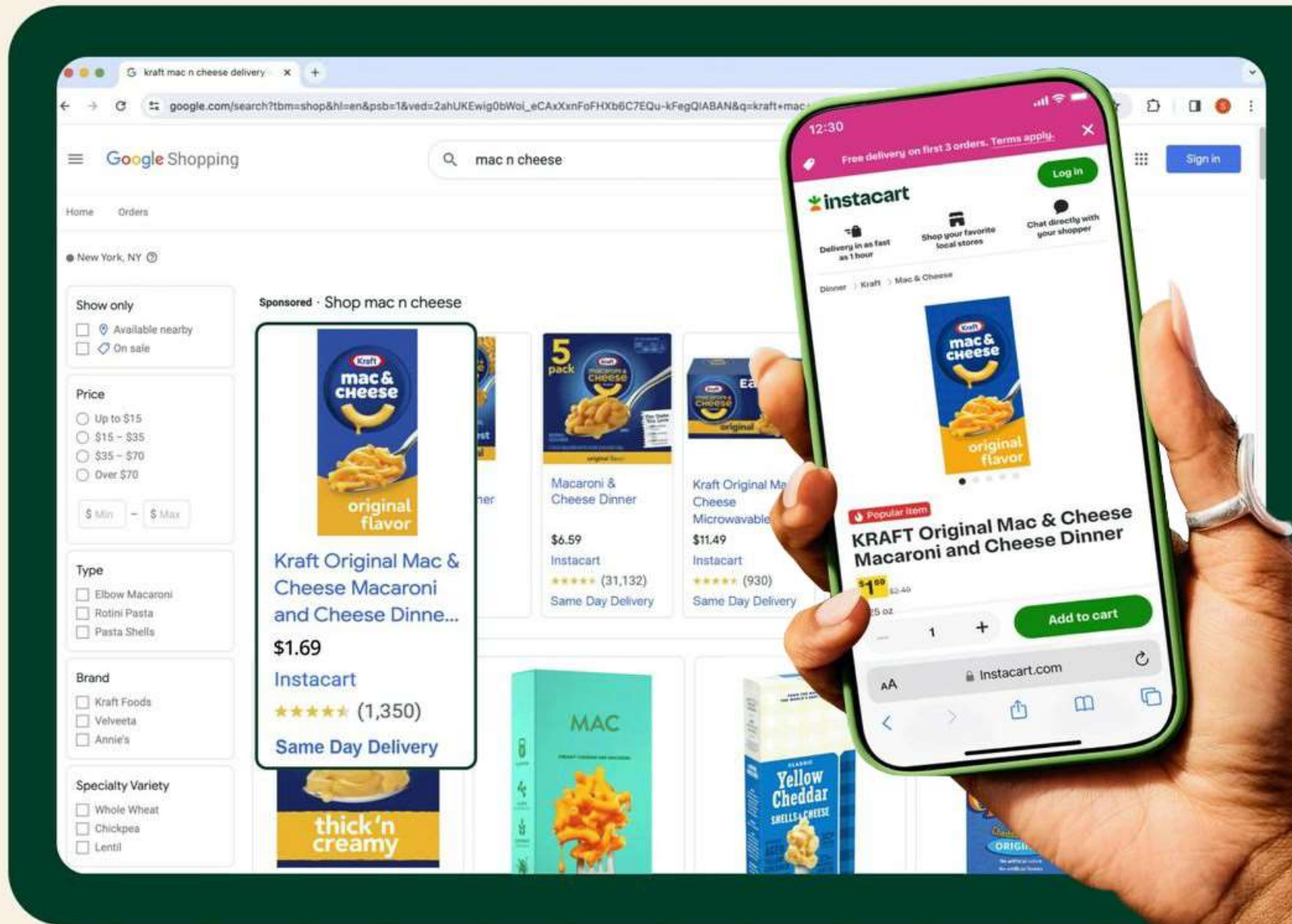
HUNGRY FOR MORE RMN

Using data provided by retailers to better your ad targeting? That is the exact thing marketers have been asking for and receiving very little of from retail media networks thus far. But fear not, we are *finally* getting to the good stuff. Instacart is expanding their off-site retail media scale with Google Shopping ads. Ad placements will focus on same-day delivery on Google Shopping pages to compete with Amazon. According to the report, advertisers testing Google Shopping tools can draw on Instacart data derived from a catalog of 1.4 billion+ products on 1.4K retail banners while tracking results through closed-loop measurement capabilities.

What's the point? CPG brands can experiment with retail media networks as they expand off-site placements and more willingly share data with partners.

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RMN



YEAR 3000

My family has always been a "Honda family." My first car was a 90's Honda Accord. I prided myself on the fact I learned how to drive in the same car I threw up in when I was two. Now, I drive a Honda HRV - has yet to be branded with such a fond memory. Imagine my surprise when I woke up in the year 3000 to news Honda is debuting an EV series called Honda Zero that looks straight out of the future. The sleek "Saloon" and boxy "Space-Hub" embrace a new weightlessness Honda is priding their next-gen EVs on. What's more? These EVs will be either partially or fully autonomous. I might need a little help from the Jonas Brothers to fully wrap my head around this one.

What's the point? Brands should consider how a shift toward futuristic, autonomous EVs can create opportunities for their brand whether it be in-car commerce, on-prem charging, or branded in-car entertainment experiences.

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Auto/EV



Images courtesy of Honda News

ON THEIR A-MAZON GAME

Amazon has a choke hold over Prime members as Gen Z would say. "I put a spell on you." - Nina Simone but also Amazon. Their expertise in delivering speed, selection, convenience, and service has earned them the title of "favorite retailer" for 80% of shoppers. In fact, 36% of consumers are willing to pay *more* for a Prime membership with 41% willing to pay \$7-14 more per year! In today's economy? UNHEARD OF.

What's the point? Amazon is diversifying their offerings with AWS, advertising, grocery, pharmacy, and more. Brands will need to determine how to balance long-term brand health with the benefits Amazon brings. Industries such as pharmaceutical and healthcare need to combat a new competitor that already has the love of 80% of consumers.

Source: Mintel; The Amazon Effect – US – 2023, December 31, 2023

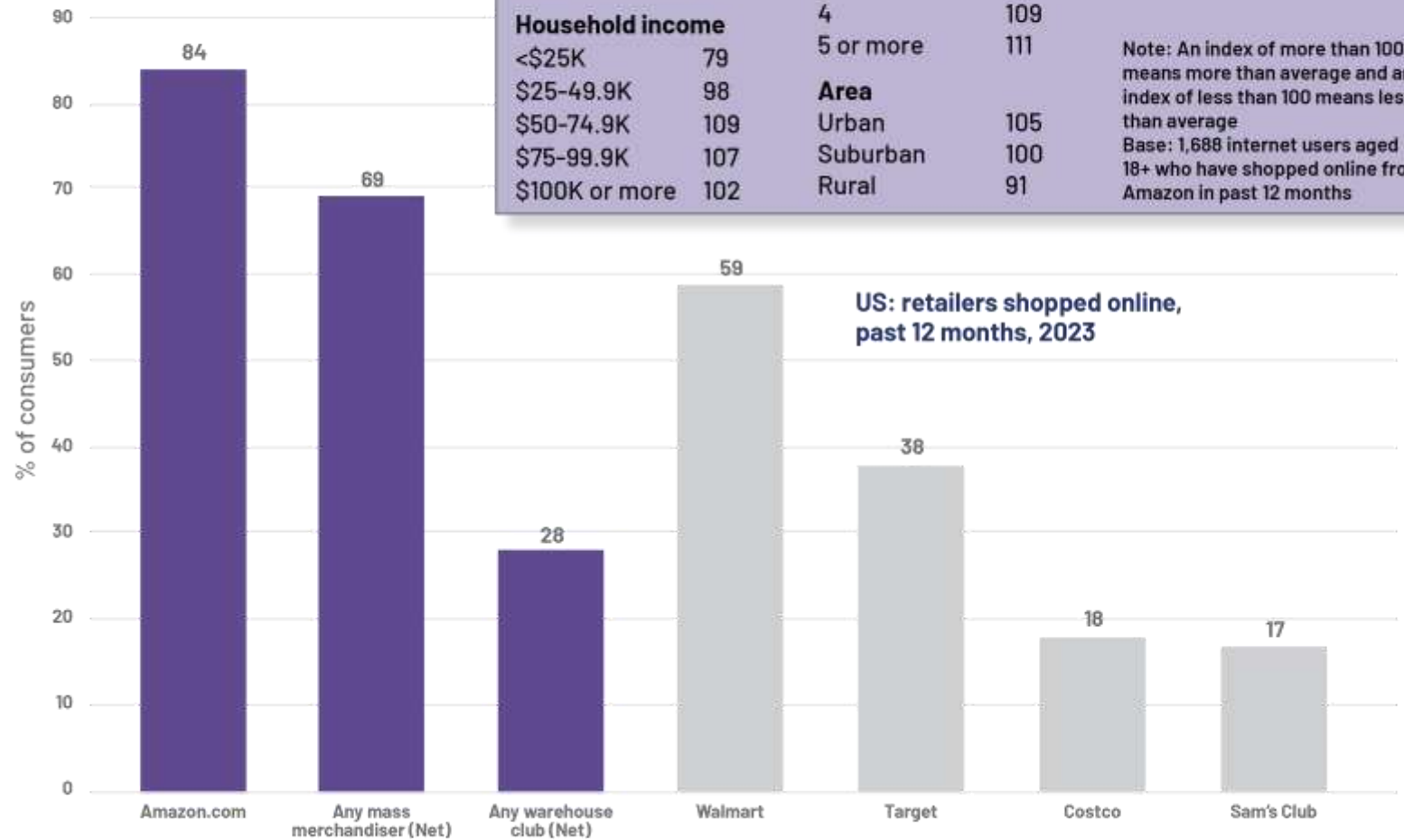
Retail



Index versus all
US: Amazon Prime member profile, by key demographics, 2023

Age	Parental status	Race and Hispanic origin	
18-24: 104	Parents: 111	White, Non-Hispanic: 97	
25-34: 113	Non-parents: 94	Black, Non-Hispanic: 105	
35-44: 107	Household size	Hispanic (of any race): 109	
45-54: 103		1: 82	
55-64: 96		2: 92	
65+: 81		3: 111	
		4: 109	
Household income	5 or more: 111	Area	
	<\$25K: 79		Urban: 105
	\$25-49.9K: 98		Suburban: 100
	\$50-74.9K: 109		Rural: 91
\$75-99.9K: 107			
\$100K or more: 102			

Note: An index of more than 100 means more than average and an index of less than 100 means less than average
 Base: 1,688 internet users aged 18+ who have shopped online from Amazon in past 12 months



Note: Mass merchandiser net = Walmart, Target or Meijer; Warehouse club net = Costco or Sam's Club | Base: 2,000 internet users aged 18+
 Source (for both charts): Kantar Profiles/Mintel, September 2023

WE ARE SUPER EXCITED

What's better than the Super Bowl? Nothing. Not only is it a display of top football talent but also top marketing talent. Last year, The Farmer's Dog brought us to tears with their "Forever" spot while State Farm opted for a TikTok contest that went viral before the game even started! \$7 million+ price tags for a 30-second spot aren't scaring marketers this year as 90% of inventory was sold out by the end of August! And you thought holiday shopping came early. A Spanish-language broadcast will be on TelevisaUnivision for the first time. In a nod to viewing habit diversification, the big game will be on CBS, Paramount+, and NFL's mobile app.

What's the point? Brands should take note of successful tactics from Super Bowl 58 and apply learnings to their 2024 campaigns.

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Advertising

Tones or themes that viewers want to see in Super Bowl ads

	Total	Gen Z (18-27)	Millennials (28-42)	Gen X (43-58)	Boomers (59-77)
Funny	69%	67%	66%	75%	70%
Unique	51%	56%	54%	47%	48%
Lighthearted	43%	38%	36%	44%	49%
Relatable	40%	41%	47%	37%	34%
Inspirational	37%	39%	40%	39%	32%
Nostalgic	36%	43%	38%	36%	31%
Informative	35%	32%	44%	31%	32%
Action-packed	34%	38%	35%	34%	32%
Heartfelt	32%	30%	32%	32%	34%
Patriotic	31%	23%	23%	34%	36%
Purpose-driven	24%	20%	29%	19%	17%
Diverse	23%	31%	32%	21%	14%
Serious	14%	23%	15%	10%	10%
None of the above	7%	2%	7%	6%	11%

Source: Ad Age, Harris Poll

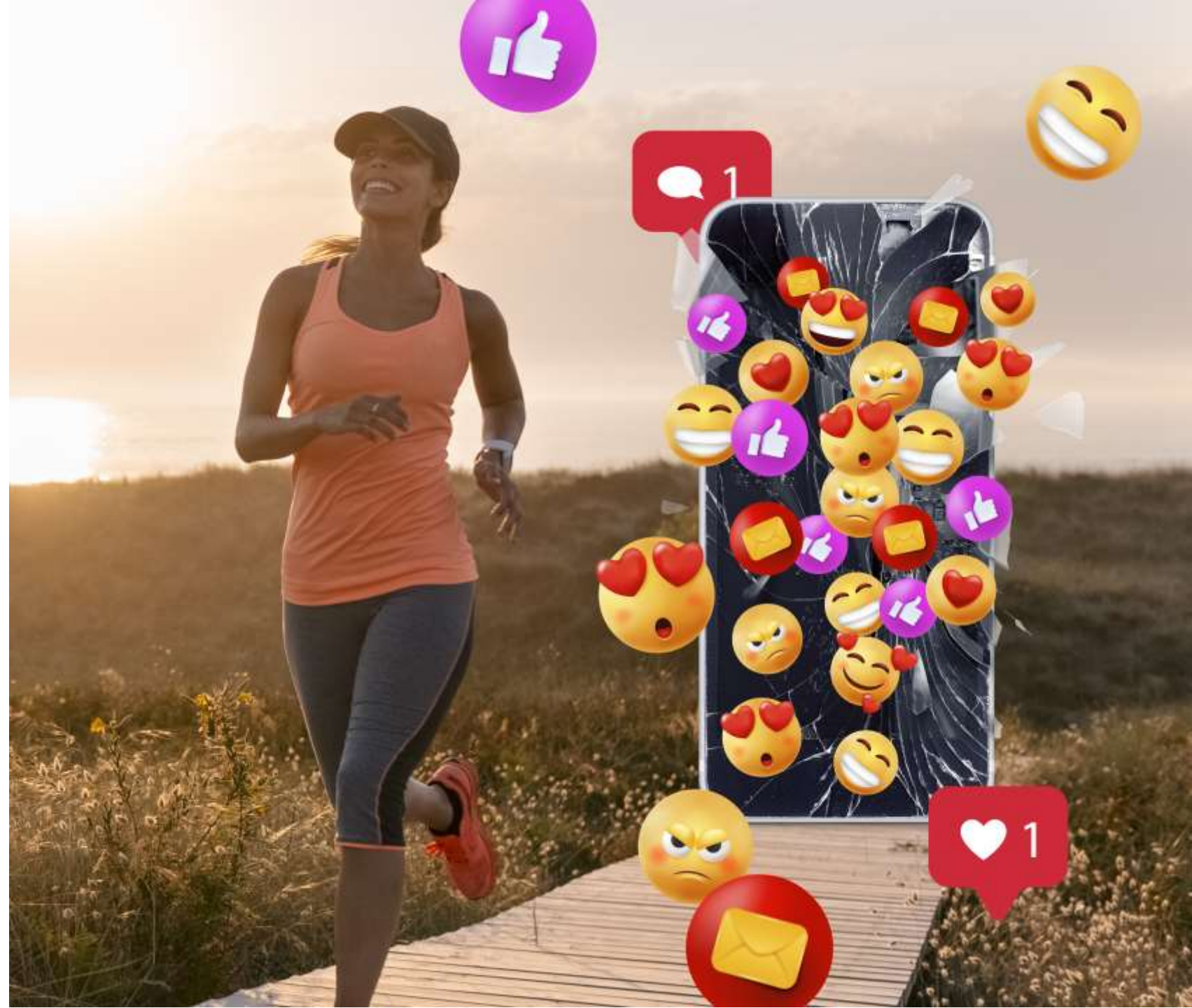
OFF UR BUTT, ON UR FEET

Did you know the average person scrolled their phone screen the length of three marathons in 2023? SHAME ON US. Saucony shoe brand is challenging us to get off our butts and on our feet with "The Marathumb Challenge". So, how does this work? The Marathumb Challenge app will compare the distance users scroll to the number of steps they take. Move further than you scroll? You win the chance to redeem Saucony-branded merch. Nothing makes me want to work out more than a fresh gym 'fit!

What's the point? Brands can lean into Gen Z's desire to decrease screen time and anxiety by implementing branded challenges that help participants reach their goals. Consider tactics such as DOOH, partnerships, and sponsorships that engage consumers spending less time scrolling and more time out in the world.

[>Read More](#)

Brand Strategy



VS + AI FOREVER <3

Victoria's secret is out. She and Google Cloud AI are taking their relationship to the next level, bringing the in-store shopping experience online. The brand aims to add a level of intimacy to online formats with generative AI virtual assistants, improved product discovery, and visual search. Like any good relationship, checking the boxes is not enough; you must listen to *feelings*. Victoria's Secret will use business intelligence tech to understand consumer sentiment and adjust offerings based on it. YAS, girl! Put actions to those words. VS's last relationship secret? Delivering on your promises. The power duo will optimize supply chain to deliver products at the right place and time.

What's the point? Brands across industries can leverage AI to bring in-store aspects such as improved discovery and personal touch to online formats.

[>Read More](#)

Digital/AI

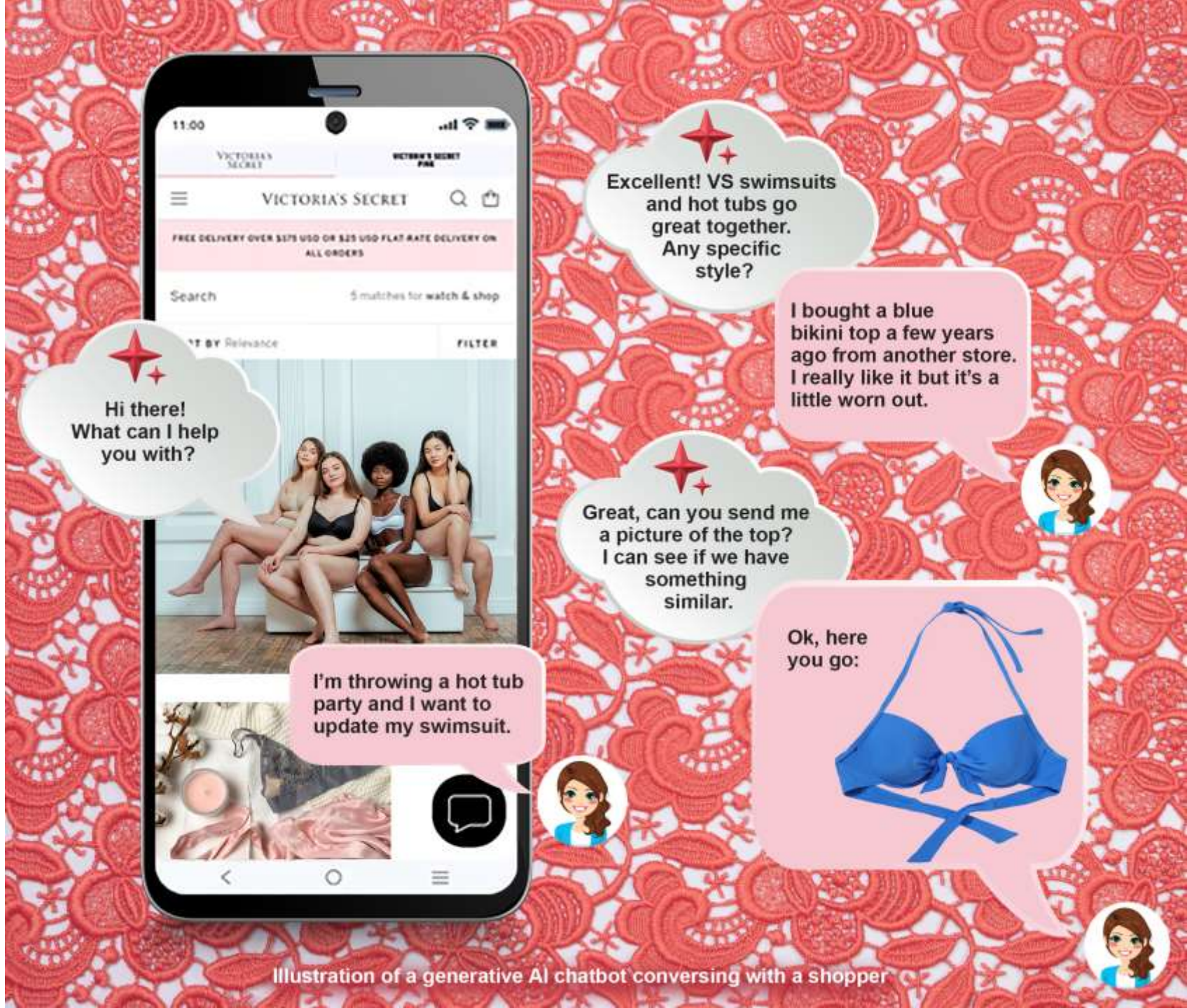


Illustration of a generative AI chatbot conversing with a shopper

SMALL/MEDIUM BIZ, BIG LOVE

Though they may be small, they have a lot to offer. Who are "they?" Small- and medium-sized business customers! Hilton is launching a new travel program for business travelers that were previously left to their own devices when it came to booking hotels. After learning that 75% of SMBs "manage their own travel arrangements and prefer to book entire trips online", they built a loyalty program specifically catering to this group's unique needs. The program reduces common points of friction between the employees and SMBs such as travel expenditure management.

What's the point? Brands can win the loyalty of unique customer groups by crafting programs that offer solutions to niche needs and pain points.

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Loyalty



SLIDING INTO YOUR DMS

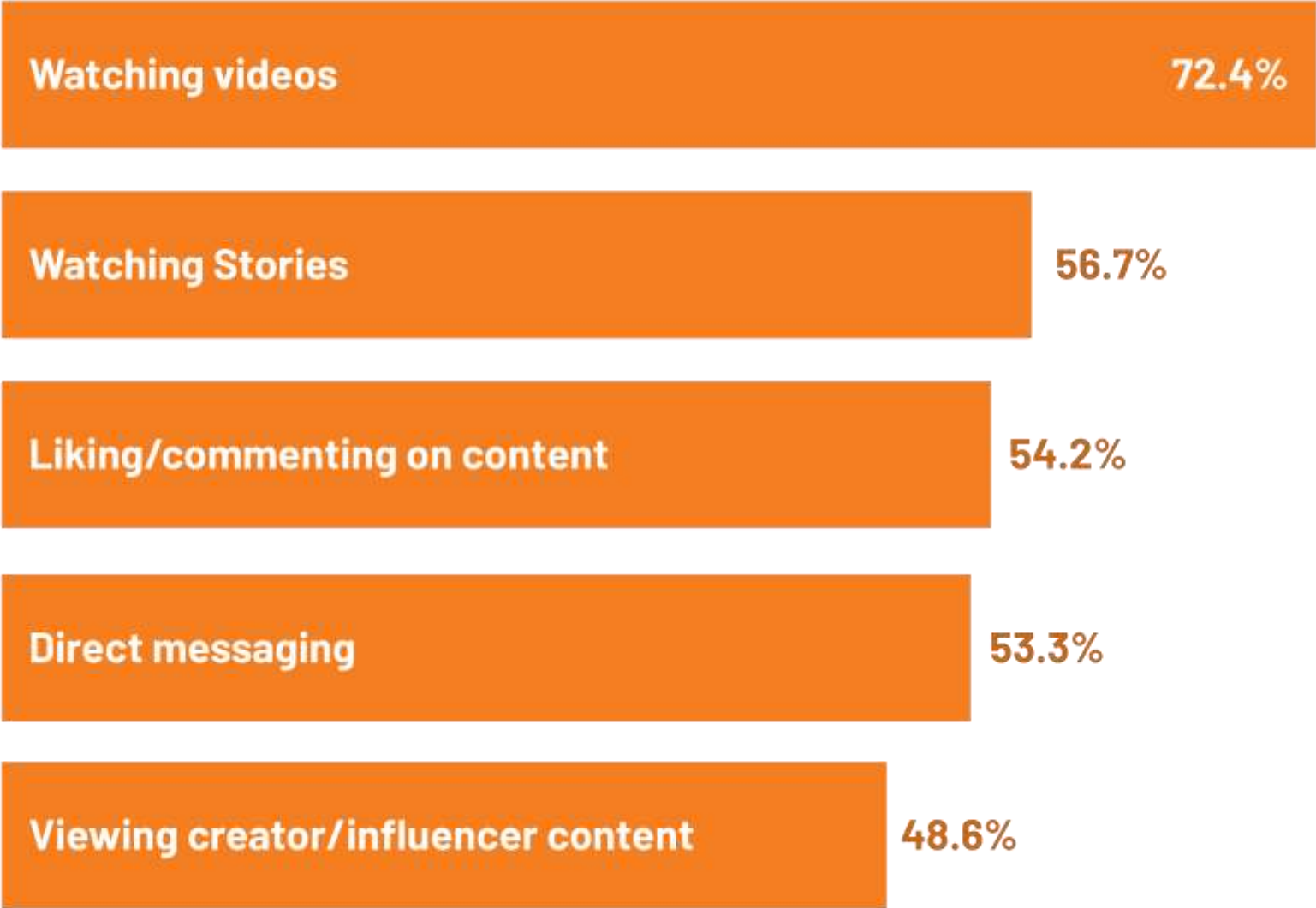
Go on, marketers! Shoot your shot with Gen Z! In 2024, social media will be driven by culture and community with creators becoming an even bigger voice at social platform and brand tables. Marketers are bringing creators in-house as co-creation proves successful. Agencies are hiring creators as strategists and consultants. Social is being used as a channel for news and entertainment, but also for two-way communication, customer service, and community building. Sharing content through DMs and small-group or one-on-one direct messaging are primary actions taken by Gen Z (53%).

What's the point? Brands should evaluate their current strategies around social media and identify growth tactics. Invest in customer service, community tactics, and creators as partners.

Source: eMarketer; Social Trends to Watch in 2024, January 10, 2024

Over Half of U.S. Gen Zers Use Social Media for Direct Messaging

% of respondents, top 5 activities, July 2023



Note: ages 15-26, Q: "What activities do you do on social media platforms?"
Source: Insider Intelligence | eMarketer Survey, "US Gen Z Social Media," July 2023

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